



JOB DESCRIPTION

POST: Digital Marketing Manager

POST NO: MRK-B21

DATE: August 2017

SERVICE: Marketing

STARTING DATE: As soon as possible

SALARY RANGE: Grade 6 - £27,285 to £32,548 per annum

HOURS: Full time, 37 hours per week

INDEFINITE/FIXED TERM: Indefinite

REPORTING TO: Head of Marketing

THE POST

This post will be responsible for the delivery of the University's digital marketing activities, implementing a content strategy which supports and informs the user experience. The role holder will ensure that content creation and digital campaigns are best-in-class, successfully brought to market, and within budget to help achieve the University's strategic aims and objectives.

MAIN DUTIES AND RESPONSIBILITIES

Web/Content Editing - 70%

- Lead on the delivery of high-quality audience-focused content for the University website and other digital media platforms, including social media, intranet and app.
- Ensure high visibility of the University on the digital landscape and increase footprint, including external outreach and research exposure.
- Deliver impactful digital content and campaigns, with demonstrable results including growth in visits to our website, engagement with social media and conversions from leads.
- Share expertise and advise stakeholders across the University on content solutions and roll-outs.
- Maintain synergy of corporate content by working with content owners, providing help and support for intranet and their social media accounts.
- Lead on the creation of engaging content, including video, peer-to-peer communication, blogs, audio etc.
- Optimise web content for search engines and use statistical analysis to support decisions.

- Manage team of Digital Marketing Officers, ensuring that digital channels are kept vibrant and at the forefront of digital trends.

Project Management, Research and Reporting - 20%

- Plan creation and delivery of rich and impactful content (including films, peer-to-peer communications, audio, blogs etc.).
- Develop effective advertising campaigns measured against clear KPIs.
- Manage analytics across all online channels and produce data reports to assess effectiveness and assist with development.
- Manage digital content on third-party sites; including Wikipedia, providing copy, images and videos as required, ensuring branding/messaging is aligned.
- Deal with legal issues, such as copyright and data protection.
- Contribute to the development of creative or technical briefs for external agencies.

Innovation – 10%

- Keep ahead of best practice for content creation, disseminating best practice and processes within the University.
- Horizon scan and monitor trends in new technologies, developing new ways of engaging with enquirers, applicants and offer-holders, e.g. Live Chat and Snapchat.
- Contribute ideas to a sector-leading team, a hub of creativity where original and impactful campaigns are generated.

General Information

It is anticipated that this job description will change over time in accordance with the needs of the role. The role holder will be fully consulted on any proposed amendments.

CONDITIONS OF SERVICE

The appointment will be made at Grade 6, currently £27,285 to £28,936 per annum and annual incremental progression within this range. An upper range of £29,799 to £32,548 per annum will be available (again with incremental progression) to those who, having gained considerable experience relevant to the role, are able to demonstrate added value through activities or contribution which are over and above the normal expectations for the role. Starting salary will be dependent upon qualifications and experience. Salary is paid monthly in arrears by direct credit transfer on the last working day of each month.

Your normal centre of duty will be the King Alfred Campus in Winchester. However, you may be required to work in any part or department of the University and in any Campus of the University, or as otherwise required for the due performance of your duties and responsibilities.

The appointment will, in an appropriate case, be subject to a probationary period of 6 months.

The annual leave year runs from 1 August to 31 July. Holiday entitlement is 24 days per annum, plus Bank holidays and university statutory days. A proportion of the entitlement is allowed pro rata for part-time staff working less than five days per week and/or not throughout the year, and for all support staff during first leave year at the University.

Holiday entitlement is increased by five days on completing five years' service prior to the commencement of a leave year on 1 August.

Other terms and conditions of employment appropriate to this post and grade apply in addition to those referred to in this statement. The list of benefits includes Pension Scheme, Sick Pay Scheme, Maternity and Paternity leave and pay (subject to eligibility). Details are contained in the Statement of Principle Terms and Conditions of Employment issued on appointment, the Staff Handbook and other documents referred to therein.

APPLICATION INFORMATION

Applications should be made on line at. Please note that posts close at midnight on the date stated. Late applications will not be accepted.

We delight in diversity in our workforce and seek those that share this value

PERSON SPECIFICATION

Each attribute is marked as essential for the post, or desirable. The last three columns on the Person Specification (labelled A, I, P) indicate how each attribute is assessed.

A = application form, I = interview, P = presentation.

ATTRIBUTES	ESSENTIAL	DESIRABLE	A	I	P
<u>EDUCATION/TRAINING</u>					
First Degree or equivalent	X		X		
Professional marketing, graphic design or media qualifications		X	X		
<u>EXPERIENCE</u>					
Working within Higher Education		X	X		
Using Content Management Systems	X		X	X	
Using Terminal Four Web Content Management System		X	X		
Content creation (including film) and management in a professional context including adapting for Search Engine Optimisation (SEO)	X		X	X	
Using, monitoring and managing social media in a professional context	X		X	X	
Using Customer Relationship Management (CRM) systems		X	X	X	
Writing excellent briefs and managing contractors and agencies delivering on them	X		X	X	
Evidence of delivering results-driven campaigns across digital and social media platforms including online advertising campaigns such as Google Adwords, LinkedIn and Facebook	X		X	X	
Managing and producing content for Mobile Apps		X	X		
Testing and development of best practices for user experience		X	X		

ATTRIBUTES	ESSENTIAL	DESIRABLE	A	I	P
<u>KNOWLEDGE</u>					
Trends and capabilities of existing and emerging social media and digital technologies	X		X	X	
Best practice for website development, e.g. search engine optimisation (SEO), accessibility etc.	X		X		
Monitoring and evaluating digital media/campaigns	X		X	X	X
Legal issues, such as CMA compliance, GDPR, copyright and data protection	X		X		
<u>SKILLS/ATTRIBUTES</u>					
First class oral and written communications skills, able to convey clear, concise and inspiring messages for different audiences and channels	X		X	X	X
The ability to interpret strategic objectives and translate them into tactical programmes and campaigns	X		X	X	
The ability to manage and prioritise a diverse workload, to meet deadlines, and to work calmly under pressure and work on own initiative	X		X	X	X
Positive and professional attitude with attention to detail, stamina, enthusiasm and a sense of humour, able to work effectively as part of a team	X			X	X
Flexibility to work to changing priorities and often outside normal office hours	X			X	X

FURTHER INFORMATION

Health & Safety

Under the Health & Safety at Work Act 1974, whilst at work, you must take reasonable care for your own health and safety and that of any other person who may be affected by your acts or omissions. In addition, you must co-operate with the University on health and safety and not interfere with, or misuse, anything provided for your health, safety or welfare.

Copies of the University Safety Policy can be found on the University Intranet.

Sustainable Development

All employees are expected to act in accordance with the Sustainable Development Policy and Environment Strategy. In the course of your duties, you should seek to minimise any detrimental impact on the environment and take specific action as appropriate within the remit of your post.

Facilities

Staff catering facilities are available.

West Downs Day Nursery - is situated within the grounds of The University of Winchester. The nursery offers care for children from the age of six weeks to five years in a stimulating and homely environment. The nursery provides 62 places each day from 7.30am to 6.15pm on a full time or sessional basis. The opening times are designed to accommodate the working parent who may wish to continue their career. Further details are available from the Human Resources Department.

Sports and Fitness facilities are available, these include the University Gym, Sports Hall and our outdoor Multi-Use Games area for Tennis, Basketball, Football and Badminton to name a few. At our Bar End facility you will find our Athletics Track and All-Weather Pitch. Also on offer is our Fitness & Wellbeing class timetable which are complimentary to all Gym Pass holders.

Winchester Values

We value freedom, justice, truth, human rights and collective effort for the public good. The plans and actions of the University of Winchester are founded in these ideals together with the following values:

Intellectual Freedom

Intellectual freedom and its appropriate expression are at the heart of our business.

Social Justice

We seek to embody social justice and develop our students as effective and fulfilled global citizens. They will be prepared to challenge the status quo and will have the strength to stand up for what they believe to be true.

Diversity, Equality and Inclusion

We value diversity and we are committed to ensuring a welcoming and inclusive experience and striving to ensure equality for all.

Spirituality

We celebrate our Christian Foundation encouraging those living within the Christian Faith, whilst also welcoming those who live within other Faiths and those who have no faith.

Individuals Matter

The wellbeing of individuals is important, as are their opinions and views.

Creativity

Permeability, agility and imagination are central to our thinking: we endeavour to act as a crucible for the generation and transfer of knowledge.

Compassion

Conscious of the kinship that exists between all life, we seek to nurture compassion for people, animals and the planet.

Mission Statement;

‘To educate, to advance knowledge and to serve the public good’

The University vision:

The University of Winchester is a university on a human scale, with a principal emphasis on the personal creativity and development of its students and its staff.

Through its teaching, research and professional practice, the University will be an outward facing and permeable organisation, welcoming outside influences and fully engaging with society locally and regionally, nationally and internationally. It will provide a high quality university education, responsive to the intellectual, personal and professional needs of its members and the wider community.

The University seeks to serve the spiritual and ethical needs of its students, building moral and global awareness. Our Church foundation is reflected also in strong support offered to students from backgrounds not traditionally associated with higher education. The University will ensure that its courses are accessible to all those who have the potential to benefit from them, regardless of their social, economic, ethnic or religious background.

As a twenty-first century institution which provides a progressive and challenging higher education experience and which forms a crucible for the generation and transfer of knowledge, we have high expectations of both staff and students. The professionalism of staff is reflected in integrity, objectivity and competence. Students’ time at the University

will provide them with a justified confidence in their abilities and the strength to stand up for what they believe to be true.